

**JCPoetsch Advisors, Inc.**  
1028 Wilmington Way, Redwood City, CA 94062  
phone (650) 207-4994 / e-mail [jeffcp@earthlink.net](mailto:jeffcp@earthlink.net)

March 1, 2024

Ms. Elena Lee, Planning Director  
Mr. Alvin Jen, Planner  
Ms. Michelle Huang, Planner  
City of East Palo Alto  
1960 Tate Street  
East Palo Alto, CA 94303

RE: Temporary Use Permit Application  
2555 Pulgas Avenue, East Palo Alto APN: 063-121-200, 530, 540

Dear Ms. Lee, Mr. Jen & Ms. Huang

Pursuant to our discussions, with this letter are the supporting application and documentations for the consideration of a Temporary Use Permit ("TUP") for community events comprising no more than 47 days to be held at the Bloomhouse site, located at 2555 Pulgas, East Palo Alto.

Included with this submittal are:

- Exhibit 1 - Universal Planning Application
- Exhibit 2 - Operational Use Plan including
  1. Exhibit A - Site Location Plan
  2. Exhibit B - Zoning Map
  3. Exhibit C - Site Aerial Map
  4. Exhibit D – Summary Event Chart
  5. Exhibit E – Farmers Market Site Plan
  6. Exhibit F - Typical One Day Event Site Plan
  7. Exhibit G - Skate / Roll / Bloom Site Plan

Please let me know if you have any questions, or concerns. We look forward to undertaking these uses at the site for the benefit of the community.

Sincerely



Jeff Poetsch  
President, JCPoetsch Advisors, Inc.

Cc: Mia Bernardino / Sycamore Real Estate Investment LLC



UNIVERSAL PLANNING APPLICATION  
COMMUNITY AND ECONOMIC DEVELOPMENT  
DEPARTMENT

1960 Tate Street, East Palo Alto, CA 94303      (650) 853-3189  
planning@cityofepa.org      www.cityofepa.org/planning

<b>PROJECT INFORMATION</b>	
2555 Pulgas Avenue	063-121-200, 063-121-530, 063-121-540
<b>Project Address</b>	<b>Assessor's Parcel Number (APN)</b>
Sycamore Real Estate Investment is seeking a Temporary Use Permit for community events at the Bloomhouse site at 2555 Pulgas. This "umbrella" TUP would cover events including the Wednesday Farmers Market, single day community events such as Earth Day, and a multi-day festival event.	
<b>Project Description</b>	

<b>APPLICANT INFORMATION</b>	
<b>Name</b>	JCPoetsch Advisors, Inc.
<b>Address</b>	1028 Wilmington Way, Redwood City, 94062
<b>Phone</b>	650-207-4994
<b>Email</b>	jeffcp@earthlink.net

<b>OWNER INFORMATION</b>	
<b>Name</b>	Mia Bernardino
<b>Address</b>	2555 Pulgas Ave, Building A
	Sycamore Real Estate Investment, LLC
	East Palo Alto, CA. 94303
<b>Phone</b>	650-308-9572
<b>Email</b>	mia@emersoncollective.com

<b>ARCHITECT/DESIGNER INFORMATION</b>	
<b>Name</b>	NA
<b>Address</b>	
<b>Phone</b>	
<b>Email</b>	

<b>ENGINEER INFORMATION</b>	
<b>Name</b>	
<b>Address</b>	
<b>Phone</b>	
<b>Email</b>	

<b>APPLICATION TYPE – PART 1 (check boxes that apply)</b>		
	Administrative Design Review (Single story addition, new Single-family home, New guest house, <a href="#">medium projects with staff level approval</a> , <a href="#">small projects</a> )	Sign Permit
	Design Review with public hearing ( <a href="#">medium project with public hearing</a> , <a href="#">major project</a> ,	Tree Removal Permit
X	Use Permit (Administrative, Conditional, Special, Temporary)	Variance
	Mitigated or Negative Declaration (CEQA)	CEQA-Environment Impact report (EIR)
	Subdivision – lot line adjustment or merger	Planned Development Permit
	Subdivision – Tentative Parcel Map (4 or fewer)	Other _____
	Subdivision – Tentative Tract Map (5 or more lots)	Final Map
	General Plan Amendment	Specific Plan Amendment
	Zone Designation Change	Zone Text Amendment
	Streamlined Review (SB35)	Preliminary Review (SB330)

<b>FOR STAFF USE ONLY</b>	
<b>PERMIT NUMBER</b>	<b>DATE RECEIVED COMPLETE PACKET</b>



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APPLICATION TYPE – PART 2 (check the box that applies, include sq. ft. under applicable category)

<input type="checkbox"/> Residential*	<input type="checkbox"/> Commercial	<input type="checkbox"/> Industrial	<input type="checkbox"/> Mixed-Use	<input type="checkbox"/> Retail	<input type="checkbox"/> Other / Special Project **
<input type="checkbox"/> Temporary Use Permit					

\*See Housing requirement on page-3 checklist  
\*\*Detail of Other / Special project, specify type of project (Additional information may be required, See Stormwater Management)

<input type="checkbox"/> Gas Station	<input type="checkbox"/> Automotive	<input type="checkbox"/> Restaurant	<input type="checkbox"/> Parking Lot (>5,000 sq. ft.)
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STORMWATER MANAGEMENT

1. Is combined area (existing + proposed) of impervious surface between 0-4,999 sq. ft.?	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
2. Is the combined area of uncovered parking lot, impervious surface 'equal to' or "greater than' 5,000 sq. ft. and less than 9,999 sq. ft.?	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
3. Is total proposed impervious surface is equal to or greater than 10,000 sq. ft.?	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
4. Does your project include uses such as gas station, automotive, restaurant, parking lot (over 5,000 sq. ft.)?	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Additional information may be required if deemed necessary in the review process.

ADDITIONAL QUESTIONS

Does this Property currently have an Active Code Case?		
<input type="checkbox"/> Yes Specify Code number:	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Not Sure
Properties with active code cases will need to comply with all requirements set forth by Code Enforcement. This includes scheduling 30-day inspections.		
Does this project qualify for streamlining per Senate Bill SB35 (SB35?)		
<input type="checkbox"/> Yes Submit Checklist	<input checked="" type="checkbox"/> No	
Please complete the <a href="#">SB35 Eligibility Checklist</a> and review supplemental submittal requirements.		

SERVICE AREA COMPLIANCE

**Note: Approval by these agencies may be required prior to the issuance of planning and building permits.**

**SEWER:** The undersigned shall contact the East Palo Alto Sanitary Sewer District (EPASD) at (650) 325-9021 ([epasd.com](#)) or the West Bay Sanitary District at (650) 321-0384 ([westbaysanitary.org](#)) to determine the service purveyor. Prior to connecting sewer lines, the undersigned will contact underground service alert at [www.usanorth811.org](#)

**WATER:** The undersigned shall contact Palo Alto Mutual Water Company at (650) 322-6903, the O’Conner Tract Cooperative Water Company at (650) 321-2723 or the American Water at (650) 322-2083 to comply with any submittal requirements. Prior to connecting water lines, the undersigned will contact underground service alert listed above.

**FIRE:** Upon building submittal, two(2) additional plan sets will be provided directly to the Menlo Park Fire Prevention District (MPFPD) [Menlo Fire Online Permit Center](#)

**SCHOOL:** The undersigned acknowledges that payment of school impact fees may be required and will be paid upon issuance of Building or Public Works permit. Contact the Sequoia High School District to verify the amount of school fees.

**FLOOD INSURANCE RATE MAP:** The undersigned certifies that the property ☐ is NOT ☒ is in the Special Flood Hazard Area, if known, per FEMA.

	Acknowledgement (initial)	<input type="text" value="JP"/>
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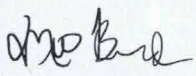
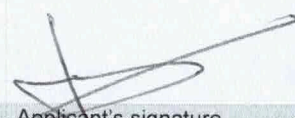


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**AFFIDAVIT OF OWNERSHIP**

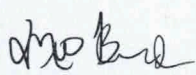
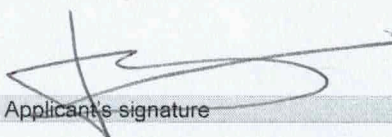
I hereby guarantee, as authorized agent for the applicant, owner, and project sponsors, that they individually or jointly assume full responsibility for all costs incurred by the City in processing this application. By signing below, the property owner consents that all information is true and accurate and to the processing of the application by the applicant and authorizes the applicant to comply with the requirements places on the application by the City. A letter of authorization from the owner may be submitted in lieu of the property owner's signature. Please sign this affidavit to acknowledge compliance with all requirements set forth.

	3/1/24		3/1/24
Property owner's signature	Date	Applicant's signature	Date

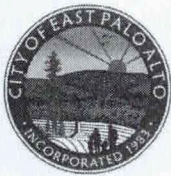
**INDEMNIFICATION AGREEMENT**

As part of the application, the applicant and/or property owner agree to defend, indemnify, and hold harmless the City of East Palo Alto, its agents, officers, council members, employees, boards, commissions and Commission from any and all claims, actions or proceedings brought against any of the foregoing individuals or entities, seeking to attack, set aside, void or annul any approval of the application or related decision, or the processing or adoption of any environmental documents or negative declarations which relate to the approval.

This indemnification shall include, but is not limited to, all damages, costs, expenses, attorney fees, or expert witness fees that may be awarded to the prevailing party arising out of or in connection with the approval of the application or related decision, whether or not there is concurrent, passive or active negligence on the part of the City, its agents, officers, council members, employees, boards, commissions, and Council. If for any reason any portion of this indemnification agreement is held to be void or unenforceable by a court of competent jurisdiction, the remainder of the agreement shall remain in full force and effect. The City of East Palo Alto shall have the right to appear and defend its interest in any litigation arising from the approval of the application or any related decision through its City Attorney or outside counsel selected by the City Attorney. The applicant shall be required to reimburse the City for attorney's fees incurred by the City in connection with the litigation. I have read and agree with all the above.

	3/1/24		3/1/24
Property owner's signature	Date	Applicant's signature	Date





# UNIVERSAL PLANNING APPLICATION COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT

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planning@cityofepa.org www.cityofepa.org/planning

## ARCHITECTURAL DRAWINGS COPYRIGHT STATEMENT

Under California State Government Code Section §65103.5 (State Law), official copies of architectural drawings submitted to the City of East Palo Alto Community and Economic Development Department (Department) may contain protected information under federal copyright law. State Law nevertheless allows the City of East Palo Alto to maintain official copies of architectural drawings. Such drawings may be subject to public inspection or review on the Department's premises, the City's planning agency. Copies, however, may be made for internal review, provided to various governing bodies, including the Planning Commission and City Council, or otherwise made public as part of a development application during a public hearing.

Except otherwise provided for under State Law, the City will ensure the drawings are made available to the public in a way that does not facilitate duplication, including that they are not to be copied or posted to the internet by the Department.

Pursuant to State Law, the City hereby requests that the undersigned provide a site plan or a massing diagram for posting online or for distribution to the public. If, however, such site plan and/or massing diagram is not submitted, permission is deemed granted to the Community Development and Economic Department to post online the architectural drawings without the restrictions that would otherwise apply.

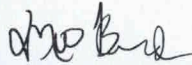
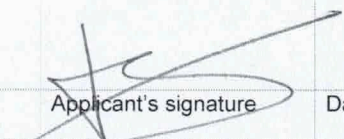
### BASED ON THE FOREGOING, THE UNDERSIGNED ATTESTS AS FOLLOWS:

I, the design professional, or owner of the copyright if different from the design professional, acknowledge that the City of East Palo Alto Community and Economic Development Department has formally requested a "site plan" and/or "massing diagram" to accompany this application for posting online or for distribution to the public. If I fail to submit a "site plan" or "massing diagram" for online posting or for distribution to the public, then permission is deemed granted to post online or to provide to the public (if requested) copies of the architectural drawings without the restrictions that would otherwise apply.

If the design professional, or owner of the copyright if different than the design professional, does not consent to the posting of only certain selected drawings, please draft a letter stating that authorization has not been granted to the City of East Palo Alto Community and Development Department to post those particular drawings, and provide any details that may help in locating the drawings in question.

Please include a physical or digital signature on the letter mailed to:  
City of East Palo Alto Community and Economic Development Department  
1960 Tate Street  
East Palo Alto, CA 94303

Or by email to: [planning@cityofepa.org](mailto:planning@cityofepa.org)

	3/1/24		3/1/24
Property owner's signature	Date	Applicant's signature	Date

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March 1 , 2024

Ms. Elena Lee, Planning Director  
Mr. Alvin Jen, Planner  
Ms. Michelle Huang, Planner  
City of East Palo Alto  
1960 Tate Street  
East Palo Alto, CA 94303

RE: 2555 Pulgas Special Events  
Temporary Use Permit Application  
Operational Use Letter  
APN - 063-121-200, 063-121-530, 063-121-540

Dear Ms. Lee, Mr. Jen & Ms. Huang,

This operational letter and the supporting drawings, are presented to facilitate the Temporary Use Permit ("TUP") Application for the proposed Community Events at 2555 Pulgas

<b>PROJECT NAME</b>	2555 Pulgas – Community Events
<b>LOCATION</b>	2555 Pulgas Avenue, East Palo Alto, California
<b>APN</b>	063-121-200, 063-121-530, 063-121-540
<b>SITE OWNER</b>	Sycamore Real Estate Investment LLC ("Sycamore")
<b>APPLICANT</b>	JCPAdvisors, Inc., on behalf of Sycamore Real Estate Investment LLC
<b>OCCUPANCY</b>	Office

**SITE DESCRIPTION**

2555 Pulgas is a 6.53-acre site located at the end of the north end of Pulgas Street in the Ravenswood Shores Business District. The site is comprised of 3 industrial buildings (Bldgs A, B and C), the Site Services Trailer and a large greenhouse. The east half of the site is vacant land.

- Building A - Building A is approximately 6,040 square feet. In 2019, Sycamore renovated Building A and currently occupies this space for office uses. This space includes reception, open workspaces and 3 conference rooms. Pre-Covid, approximately 20 people operate from the 2555 Pulgas Building A.

- Site Service Trailers - As there are no bathroom facilities in Building A, the 1,296 square foot Site Services Trailer (“SST”) provides these facilities. The SST is comprised of rest rooms, a kitchen and dining facility. The SST also includes deck area and necessary ramping to provide ADA access.
- Building B is approximately 6,124 square feet and is currently used for storage purposes.
- Building C is approximately 16,980 square feet. The eastern 12,000 square feet of the building is currently used for storage purposes. The western 5,000 square feet of the building is currently un-used.
- The Greenhouse is approximately 37,000 square feet and approximately 4,000 square feet of this space is currently used to store some landscaping supplies.

Sycamore owns all of the adjacent sites with the exception of 2560 Pulgas (which is owned by San Mateo County).

## **ZONING**

This site and the adjacent area are zoned for the Ravenswood Employment Center.

## **ADJACENT LAND USES**

- North
  - 391 Demeter: Vacant land\*
- West
  - 350 Demeter: Multi-tenant industrial\*
  - 320 Demeter: Vacant land\*
- South
  - 2535 Pulgas: Center for Economic Mobility\*
  - 2560 Pulgas: San Mateo County
- East
  - 151 Tara Road: Vacant land\*

\* denotes Sycamore owned properties

## **PROJECT DESCRIPTION**

During the course of a typical year; Emerson Collective, Community Groups, and the Fresh Approach Farmer’s Market, request from Sycamore permission to undertake various community activities at 2555 Pulgas site. The site is well situated for these events as there is ample parking, well serviced for utilities, and remote from residential communities of East Palo Alto, where potential noise from these community activities may be of a concern. Rather than seeking individual Temporary Use Permits for each of these community activities, Sycamore is requesting a single “umbrella” TUP to provide authorization for these activities over the next 12 months. In general terms, these community activities fall under 3 descriptive categories:

- Farmers Market - Held every Wednesday April 10 through November 20 between the hours of 8:30 am and 12:30 pm. Approximately 33 individual events proposed.
- Single Day Events - Held during the weekend days typically starting no earlier than 12:00pm and ending no later than 9:00pm. Approximately ~~11~~ 12 single day events contemplated.
- Multi-Day Event- In 2023, the Bloomhouse hosted the Roll Skate Bloom event which provided an “in-line / roller-skating” platform for 3 days in late August. ~~Given the popularity of this event, Emerson is proposing~~ **to eliminate this event in 2024 to do this again in late August.**

Exhibit D summarizes the proposed community events.

## OPERATING INFORMATION

Provided below are detailed descriptions of the proposed operational use of these various events.

- Farmers Market - the Farmers Market is proposed to be held every Wednesday between the dates of April 10 and concluding on November 20<sup>th</sup> between the hours of 8:30 am to 12:30 pm (approximately 33 events). The Farmers Market is organized and coordinated by Fresh Approach, a non-profit whose mission is to create long-term change in local food systems by connecting California communities with healthy food from California farmers and expanding knowledge about food and nutrition. The market will currently include 5 certified farmers selling fresh produce (vegetable, fruits, honey and eggs), 2 vendors selling prepared foods (hummus and pasta) and 1 plant vendor. On a typical Farmers Market day, approximately 100 customers attend. Peak occupancy is estimated to be approximately 40 people on site (excluding vendors) at any one time - See Exhibit E for site plan of Farmers Market
- Single Day Events - Single day community events are held on the weekends (Friday, Saturday or Sunday, accommodate less than 500 guests, are concluded no later than 8:00 pm. Exhibit D provides an anticipated calendar for these events. Exhibit F provides a site plan for typical one-day events. Examples of these events include:
  - Night Market Events - This event is geared for local small business to market their products to local residents. Three are planned overall for the next 12 months - one in Spring 2024, one in Fall 2024 and one in late winter 2025. The event will include live music/ DJ and local food vendors. Approximately 400 guests are anticipated with peak attendance between the 2:00 pm to 8:00pm operating hours. Peak occupancy on site is estimated to be approximately 100 people (excluding vendors) at any one time.
  - We Are Samoa Day - This event is geared to celebrate the Pacific Islander community of East Palo Alto. The event will include live music/ DJ and local



food vendors. Approximately 400 guests are anticipated between the 12:00 pm to 6:00pm operating hours. Peak occupancy on site is estimated to be approximately 100 people at any one time.

- Earth Day Event - This event will be co-sponsored by the City of East Palo Alto, the City of Menlo Park as well as several of the environmental not-for-profits. This will be a “family” event is geared to celebrate Earth Day and provide a forum for the community members of East Palo Alto and Belle Haven to participate in the environmental activities of the day. The event will showcase energy conservation technologies as well as educational platforms regarding sea level rise, endangered species and habitat restoration. The event will also include local food vendors. Approximately 500 guests are anticipated between event hours of 10:00am to 5:00pm. Peak occupancy on site is estimated to be approximately 150 people at any one time.
  - Seasonal Festivals - Three seasonal festival events are planned for the next 12 months including a Summer Festival in June and a Harvest Festival in November, an East Palo Alto Festival in July. The event is geared to celebrate the small business community of East Palo Alto. The event will include live music/ DJ and local food vendors. Approximately 400 guests are anticipated between the 12:00pm to 8:00pm operating hours. Peak occupancy on site is estimated to be approximately 150 people at any one time.
  - Bloomhouse Open House - In late August / early September, Emerson Collective is planning an “open house” for the community and local supporters. The event will include live music/ DJ and local food vendors. Approximately 250 guests are anticipated between the 3:00pm to 6:00pm operating hours. Peak occupancy on site is estimated to be approximately 150 people at any one time
  - Dia De Los Muertos - The Fall event will be a “mini carnival” featuring small business, games and more. The event includes live music/ DJ and local food vendors. Approximately 500 guests are anticipated between the 12:00pm to 6:00pm operating hours. Peak occupancy on site is estimated to be approximately 150 people at any one time
  - Black History Month Event - The event will celebrate Black History Month reflecting on the important contribution of the black community to the history and heritage of East Palo Alto. In addition to historical presentations, the event will include live music/ DJ and local food vendors as. Approximately 400 guests are anticipated between the 10:00am to 6:00pm event hours. Peak occupancy on site is estimated to be approximately 150 people at any one time
- Multi Day Events / Large Events

- Multi Day Events / Large Events

- ⊖ Multi Day / Large Events - No Multi Day / Large Events are planned for the next 12 months. ~~Roll / Skate / Bloom - In late August, **2023**, the Bloomhouse is proposing to sponsored an “in-line / roller skating” event at the site. The event will provide access to a roller rink surface installed in the parking lot of the Bloomhouse. The event will be held in the afternoon through evening hours on a Friday, Saturday and Sunday. The event will include live music/ DJ and local food vendors. The event is limited to 200 guests per day. Peak occupancy on site was estimated to be approximately 75 people at any one time.~~ See Exhibit G for a typical site plan of Multi Day / Large Events.

As noted above, the site is well suited for these community events that benefit the residents of East Palo Alto. Not only is there ample parking on the site, but sufficient bathroom, garbage and other utilities. As the site is distant from the residential areas of University Gardens, noise will not be a problem for the local residential residents. As these activities for the most part will occur during the weekends, disruption of the commercial activities of the neighboring sites will also be negligible.

We appreciate your consideration of this Temporary Use Permit application. Please do not hesitate to contact me with any questions, comments or concerns.

Sincerely,

*Jeffrey C. Poetsch*

Jeffrey C. Poetsch  
President, JCPoetsch Advisors, Inc.

cc: Mia Bernardino / Sycamore

**EXHIBIT D**  
**SUMMARY OF PROPOSED COMMUNITY EVENTS**

<b>EVENT</b>	<b>TOTAL EVENTS</b>	<b>DATE</b>	<b>HOURS</b>	<b>PARTICIPANTS</b>	<b>VEHICALS</b>	<b>MAXIMUM OCCUPANTS *</b>	<b>AMENITIES</b>
<b>Farmers Market</b>	33	Every Wednesday April 10 – Nov 20	8:30am – 12:30pm	100 +/-	40 +/-	40	Music / Cooking Classes / Zumba
<b>Single Day Events</b>							
- Night Markets	3	Spring, Fall, Winter 2024 / 2025	2:00pm – 8:00pm	400 +/-	200 +/-	100	DJ / Live Music Food Vendors
- We are Samoa Day	1	April 6, 2024	12:00pm – 6:00pm	400 +/-	200 +/-	100	DJ / Live Music Food Vendors
- Earth Day	1	April 13, 2024	10:00am- 5:00pm	500 +/-	250 +/-	150	DJ / Live Music Food Vendors
- Seasonal Festivals	3	June, July, November, 2024	12:00pm – 8:00pm	400 +/-	200 +/-	100	DJ / Live Music Food Vendors
- Bloomhouse Open House	2	August, September 2024	3:00pm – 6:00pm	250 +/-	125 +/-	150	DJ / Live Music Food Vendors
- Dia de Los Muertos	1	November, 2024	12:00pm – 6:00pm	250 +/-	125 +/-	150	DJ / Live Music Food Vendors
- Black History Month	1	February, 2025	10:00am – 6:00pm	400 +/-	200 +/-	100	DJ / Live Music Food Vendors
<b>Multi Day Events</b>							
- Roll Skate Bloom	0	None this year	4:00pm – 8:00pm	200 / day	100/ day	75	DJ / Live Music Food Vendors

**TOTAL EVENTS - 45**

“\*” Peak Parking - Peak Parking is assumed to be ½ of the Maximum Occupants assuming two attendees on average per vehicle  
When Peak Parking exceeds 50 vehicles, parking attendants are provided for the event